Index to Volume 52

General Index

345 Accounting for Advertising as a Barrier to Entry
Harold Demsetz

507 Accounting Rules and "The Accounting Establishment"
John R. Haring, Jr.

63 Alternative Investment Strategies for the Issuers of Equity Linked Life Insurance Policies with an Asset Value Guarantee
Michael J. Brennan and Eduardo S. Schwartz

1 An Analysis of Annual and Multiperiod Quarterly Forecasts of Aggregate Income, Output, and the Price Level
Victor Zarnowitz

103 An Analysis of Retail Display Space: Theory and Methods
Evan E. Anderson

563 An Analysis of the Time-varying Effects of Advertising: The Case of Lydia Pinkham
Russell S. Winer

429 Are Early Triers Heavy Users?
Fred W. Morgan, Jr.

291 The Covariability of Industrial Concentration and Employment Fluctuations
Steven Lustgarten and Allan I. Mendelowitz

549 Differences between the Levels of Spot and Network Television Advertising Rates
John L. Peterman

51 Duration and the Measurement of Basis Risk
John C. Cox, Jonathan E. Ingersoll, Jr., and Stephen A. Ross

577 The Impact of Sponsor Identification and Direct Disclosure of Respondent Rights on the Quantity and Quality of Mail Survey Data
Del I. Hawkins

183 Inflation, Interest, and Relative Prices
Eugene F. Fama and G. William Schwert

435 Influence Use by Industrial Salesmen: Influence-Strategy Mixes and Situational Determinants
Rosann L. Spiro and William D. Perreault, Jr.

263 The Investment Performance of Mutual Funds: An Empirical Investigation of Timing, Selectivity, and Market Efficiency
Stanley J. Kon and Frank C. Jen

305 Market Structure and the Cyclical Flexibility of Price-Cost Margins
P. David Qualls

409 A New Test of the Administered Pricing Hypothesis with Canadian Data
James J. McRae and Francis Tapon

393 The Optimal Duration of Growth Investment and Search
Itzhak Venezia and Menachem Brenner

35 Predicting the Turning Points of a Time Series
William E. Wecker

379 Production Efficiency: The Case of Professional Basketball
Thomas A. Zak, Cliff H. Huang, and John J. Siegfried

95 Retail Grocery Pricing: Inner City, Suburban, and Rural Comparisons
David M. Ambrose

469 Rights and Production Functions: An Application to Labor-managed Firms and Codetermination
Michael C. Jensen and William H. Meckling

231 Statistical Models of Bond Ratings: A Methodological Inquiry
Robert S. Kaplan and Gabriel Urwitz

119 A Study of Prices and Market Shares in the Computer Mainframe Industry: Comment
Gerald W. Brock

125 A Study of Prices and Market Shares in the Computer Mainframe Industry: Reply
Brian T. Ratchford and Gary T. Ford

211 A Theory of Monopoly of Complementary Goods
L. G. Telser

521 Uncertainty and the Accumulation of Human Capital over the Life Cycle
Joseph T. Williams

361 Warranty Scope and Reliability under Imperfect Information and Alternative Market Structures
Léon Courville and Warren H. Hausman

Index to Authors

95 *Ambrose, David M.*
Retail Grocery Pricing: Inner City, Suburban, and Rural Comparisons

103 *Anderson, Evan E.*
An Analysis of Retail Display Space: Theory and Methods

63 *Brennan, Michael J., and Schwartz, Eduardo S.*
Alternative Investment Strategies for the Issuers of Equity Linked Life Insurance Policies with an Asset Value Guarantee

119 *Brock, Gerald W.*
A Study of Prices and Market Shares in the Computer Mainframe Industry: Comment

361 *Courville, Léon, and Hausman, Warren H.*
Warrenty Scope and Reliability under Imperfect Information and Alternative Market Structures

51 *Cox, John C.; Ingersoll, Jonathan E., Jr.; and Ross, Stephen A.*
Duration and the Measurement of Basis Risk

345 *Demsetz, Harold*
Accounting for Advertising as a Barrier to Entry

183 *Fama, Eugene F., and Schwert, G. William*
Inflation, Interest, and Relative Prices

507 *Haring, John R., Jr.*
Accounting Rules and "The Accounting Establishment"

577 *Hawkins, Del I.*
The Impact of Sponsor Identification and Direct Disclosure of Respondent Rights on the Quantity and Quality of Mail Survey Data

469 *Jensen, Michael C., and Meckling, William H.*
Rights and Production Functions: An Application to Labor-managed Firms and Codetermination

231 *Kaplan, Robert S., and Urwitz, Gerald*
Statistical Models of Bond Ratings: A Methodological Inquiry

263 *Kon, Stanley J., and Jen, Frank C.*
The Investment Performance of Mutual Finds: An Empirical Investigation of Timing, Selectivity, and Market Efficiency

291 *Lustgarten, Steven, and Mendelowitz, Allan I.*
The Covariability of Industrial Concentrations and Employment Fluctuations

409 *McRae, James J., and Tapon, Francis*
A New Test of the Administered Pricing Hypothesis with Canadian Data

429 *Morgan, Fred W., Jr.*
Are Early Triers Heavy Users?

549 *Peterman, John L.*
Differences between the Levels of Spot and Network Television Advertising Rates

305 *Qualls, P. David*
Market Structure and the Cyclical Flexibility of Price-Cost Margins

125 *Ratchford, Brian T., and Ford, Gary T.*
A Study of Prices and Market Shares in the Computer Mainframe Industry: Reply

435 *Spiro, Rosann L., and Perreault, William D., Jr.*
Influence Use by Industrial Salesmen: Influence-Strategy Mixes and Situational Determinants

211 *Telser, L. G.*
A Theory of Monopoly of Complementary Goods

393 *Venezia, Itzhak, and Brenner, Menachem*
The Optimal Duration of Growth Investments and Search

35 *Wecker, William E.*
Predicting the Turning Points of a Time Series

521 *Williams, Joseph T.*
Uncertainty and the Accumulation of Human Capital over the Life Cycle

563 *Winer, Russell S.*
An Analysis of the Time-varying Effects of Advertising: The Case of Lydia Pinkham

379 *Zak, Thomas A.; Huang, Cliff J.; and Siegfried, John J.*
Production Efficiency: The Case of Professional Basketball

1 *Zarnowitz, Victor*
An Analysis of Annual and Multiperiod Quarterly Forecasts of Aggregate Income, Output, and the Price Level

Book Review

135 ROY, ROBERT H. The Cultures of Management
Paul Hirsch